

AMENDMENTS TO THE CLAIMS

1. (Currently amended) A method in a computing system for displaying ordering information about items ordered from a web merchant, comprising:

for each of a plurality of time periods,

in the computing system, determining a sales ranking, in which a rank value is attributed to at least a subset of items that may be ordered from the web merchant, each rank value reflecting the number of orders placed for the corresponding item during the current time period, a smaller rank value reflecting a larger number of orders than a larger rank value;

in the computing system, selecting items having a current rank value that is less than a rank value threshold and for which less than a threshold number of orders were placed during the current time period;

for each selected item:

in the computing system, identifying among the rank values of the selected item for a predetermined number of time periods immediately preceding the current time period the largest rank value;

in the computing system, determining a score for the selected item based upon the current rank value of the selected item and the identified rank value of the selected item, the score characterizing the increase in sales ranking undergone by the selected item; and

in the computing system, generating a display showing, for at least a portion of the selected items, an indication of the score determined for the selected item.

2. (Original) The method of claim 1 wherein the score determined for each selected item is the difference between the identified rank value of the selected item and the current rank value of the selected item, all divided by the identified rank value of the selected item.

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